SMOKER SURVEY (for smokers age 21 and over)

Please complete the following information and return with your order form.

1. What is your regular brand of cigarettes- that is, the brand you smoke most often?
   _____ (brand name)
2. Is your regular brand...? (Check one.)
   ☐ Regular/King Size, ☐ 100's or ☐ 120's
3. Is your regular brand...? (Check one.)
   ☐ Menthol or ☐ Non-Menthol
4. Is your regular brand...? (Check one.)
   ☐ Filter or ☐ Non-Filter
5. Is your regular brand...? (Check one.)
   ☐ Lowest/1mg. tar ☐ Ultra/Extra Low Tar
   ☐ Light/Mild ☐ Medium ☐ Full Flavor
6. Do you usually buy it by the...?
   ☐ Pack ☐ Carton ☐ Both Ways
7. What, if any, was your previous brand?
   _____ (brand name)
8. Which of the following best describes you? (Check one in each column.)

☐ African-American	☐ Professional
☐ American Indian	☐ Self-employed
☐ Asian	☐ Homemaker
☐ Caucasian	☐ Skilled Labor
☐ Hispanic	☐ Civil Service
☐ _____	☐ _____

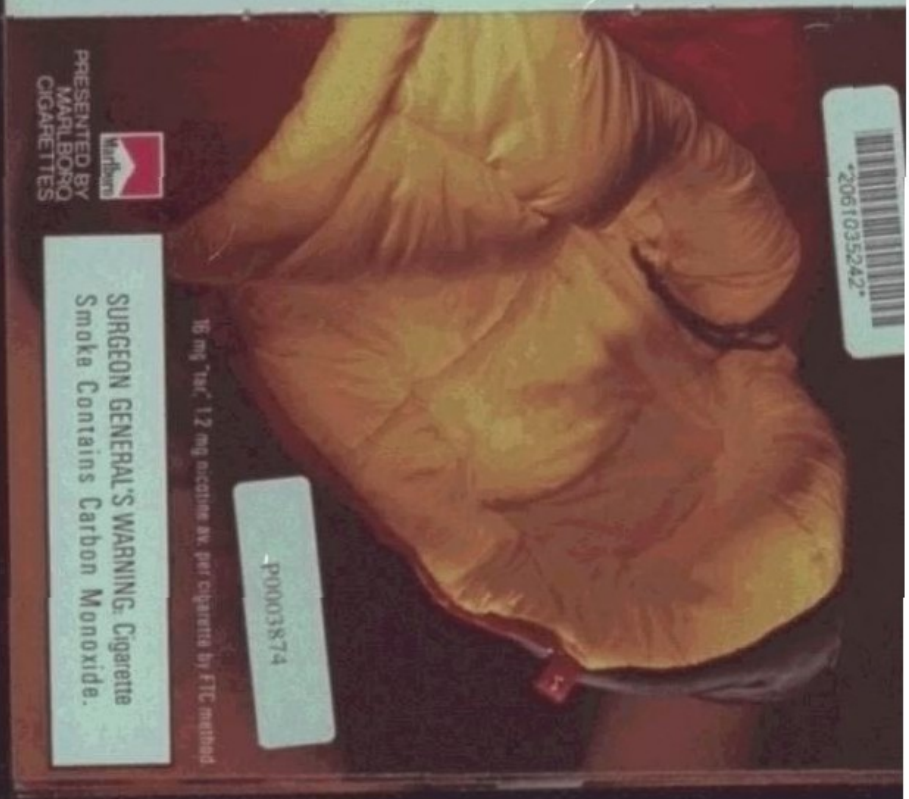
9. How many packs of cigarettes did you smoke in the past month? (Note: 1 carton = 10 packs)
   Total # Packs _____
10. Of these total packs, how many were your regular brand and how many were other brands?
    Regular Brand # Packs _____
    Other _____ (brand name) # Packs _____
    Other _____ (brand name) # Packs _____

☐ Please remove my name from the Marlboro mailing list.

By responding to the above survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature _____ (Required) Date of Birth ____/____/____ (Required)

CS-H


PRESENTED BY MARLBORO CIGARETTES
Marlboro
SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.
16 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method
P0003874
2061035242

Source: https://www.industrydocuments.ucsf.edu/docs/jymn0003